How to be Successful at Fall Recruiting

Summer Work Completed by Beginning of School

1. Build and maintain a relationship by meeting with the School Principal
2. If possible, as early as possible schedule the “Join Night” date with principal with a make-up date in case of Hurricane.
3. Schedule days for Scout Talks leading up to your Join Night
4. Find out date of your schools Open House and plan to attend with flyers and unit info
5. Turn in flyer request form to District Executive as early as possible to ensure Facebook, Geofencing, and printing of flyers.
6. Know membership status of existing members to identify a membership goal for the unit
7. If a Join Night is not possible at your school, identify alternative locations.
8. In conjunction with trying to conduct a formal Join Night, work on all forms of social distancing recruitment such as using the Ask a Friend” flyer and posting on Face Book, Twitter, IM, Instagram, Nextdoor, community pages. Engage every parent to post frequently and Scouts can personally invite their friends. Post flyers and yard signs everywhere such as libraries, grocery stores, places of employment and worship, school newsletters, and community boards.
9. Push the www.BeAScout.org website where Scouts and Scouters can register electronically. **Make sure your Units pin is up to date!**

After School has started

1. Attend Open Houses with sign in sheet, record contact info for all interested parents and their children. Make sure they know about your joining opportunities.
2. Put up the posters and yard signs in schools and other high traffic areas to promote Scouting and your unit.
3. If can, send the flyers home with the youth and complete Scout Talks to excite kids and hand out the flyer individually. Also take any other opportunity to get directly in front of youth including morning announcements, lunch room talks, etc...
4. Parents continue to use all social media channels to promote your event including FB, Instagram, IM, and Nextdoor.
5. Have all Scouts continue to invite their Non-Scout friends and classmates to join.
6. If possible, hold a Join Night and have all attendees sign in ensure all applications are given out, completed, and the $90 National registration fee is paid. Do not include your extra Pack fees at this time.

After the Join Night

1. Follow up with any parent/guardians that signed in at the Open House or Join Night that did not register.
3. Follow up with the school principal to thank them for all they do and helping in the recruiting process to grow Scouting in the community
4. If membership goal is not achieved conduct further recruiting efforts including an additional Join Night.